



State of Bavaria
U.S. Office for Economic Development
West Coast Division

June 4, 2010

TiEcon 2010, Santa Clara

Dear <Name>,

We would like to thank you for visiting our booth at TiEcon 2010 in Santa Clara. We hope you had a successful conference.

Are you looking for new markets and business opportunities in Europe and Germany? The German State of Bavaria is one of the strongest business locations in Europe and has been a front-runner in Germany in terms of economic growth for many years. Bavaria enjoys a leading position in key technologies such as IT, biotechnology, medical devices and new energy technologies. It is centrally located and offers easy access to the lucrative markets in Europe.

The San Francisco based State of Bavaria U.S. Office offers detailed information on technologies and markets as well as cost-free assistance in finding a location or key partners for setting up your business in Bavaria. As an international government office we cooperate closely with Invest in Bavaria, the business development and location marketing division of the Bavarian Department of Economic Affairs in Munich.

Please find attached the most recent issue of our newsletter, with information about Bavaria's economy, news on scientific research and groundbreaking developments, as well as tourism and life in Bavaria.

For any questions, please do not hesitate to contact us. We look forward to working with you.

Best regards,

Lucie E. Merkle,
Executive Director

State of Bavaria United States Office - West Coast Division

388 Market Street, Suite 1050
San Francisco, California 94111
Phone: +1 (415) 362-1001
Fax: +1 (415) 362-1030
lemerkle@bavaria.org
www.invest-in-bavaria.com



State of Bavaria

***U.S. Office for Economic Development
West Coast Division***

June 4, 2010

TiEcon 2010

Dear Attendee,

It was a pleasure meeting you at our booth at TiEcon 2010 in Santa Clara. We hope you had a successful show. Are you looking for new markets and business opportunities in Europe and Germany?

Bavaria is among the strongest business locations in Europe and the world and for years, it has been a front-runner in Germany in terms of economic growth. As a high tech and service location, it enjoys a fantastic reputation all over the world. Bavaria is an ideal location to access the lucrative German-speaking and European markets:

- "New products, new businesses, new markets" is the guiding principle of Bavaria's economic policy. State government and administration policies are dedicated to enterprise-friendly administrative procedures, especially for SMEs, attractive employment conditions and reliability in partnership with business.
- Bavaria enjoys a leading position – nationally and internationally – in key technology sectors such as information and communications technology, biotechnology, energy and medical technology as well as satellite navigation. The state government's Cluster Initiative "Alliance Bavaria Innovative" promotes intensive networking of industry and academia and gives high-tech companies the opportunity to share know-how and develop innovative solutions.
- Bavaria's ideal geographical location and its role as a key hub of international trade afford quick and easy access to all European markets. Located in the very heart of the European Economic Area (EEA) with nearly half a billion consumers, companies based in Bavaria are ideally positioned to access new EEA markets.

Invest in Bavaria, the business development and location marketing division of the Bavarian Ministry of Economic Affairs is your partner for overseas business development projects. In cooperation with Invest in Bavaria, the State of Bavaria U.S. West Coast Office in San Francisco offers detailed information on the market as well as cost-free assistance in finding a business location, establishing contacts with key partners and setting up your business in Bavaria.

For any questions, please do not hesitate to contact us.

Best regards,

Lucie E. Merkle,
Executive Director

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INVEST
in Bavaria

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State of Bavaria U.S. Office for Economic Development
West Coast Division, San Francisco

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**Invest
in Bavaria**



www.invest-in-bavaria.de

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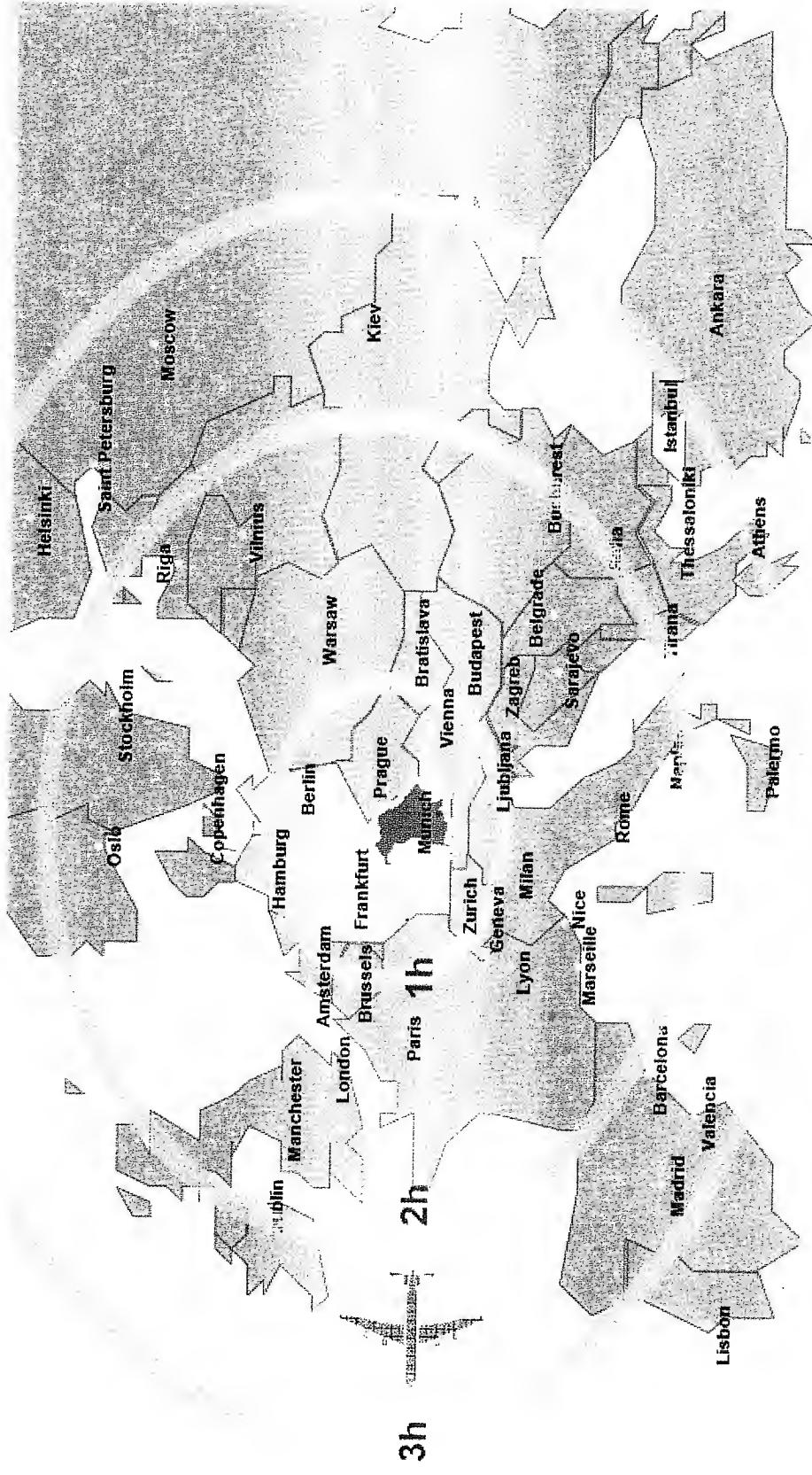
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West Coast Division, San Francisco



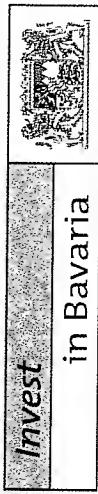


BAVARIA: Your Business Location in Europe

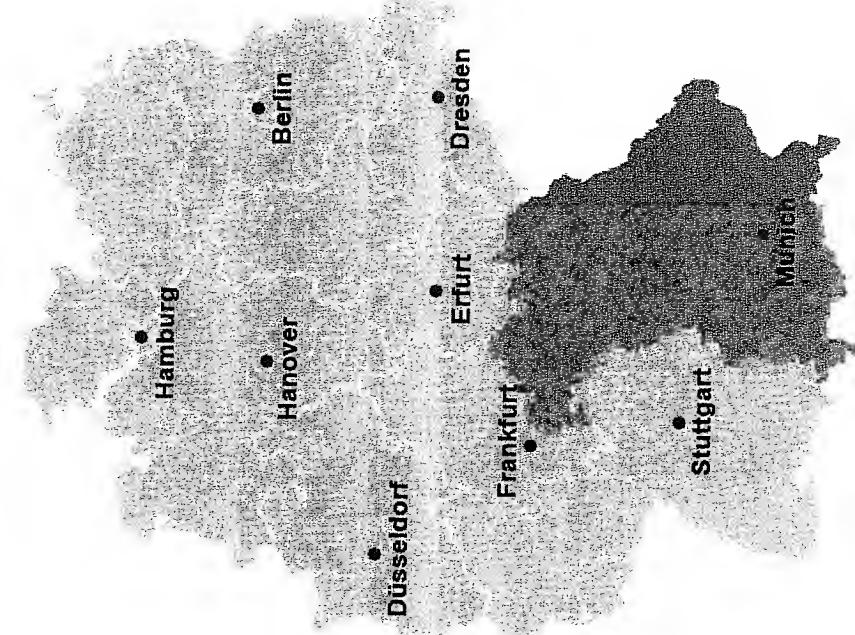
Perfect Gateway to Markets in Germany and Europe



BAVARIA: Your Business Location in Europe



Modern – Competitive – High Tech Oriented



- **Productive** (GDP: Euro 444.8 billion)
- **High purchasing power** (GDP per capita: Euro 35,530)
- **Innovative** (3% of GDP devoted to R&D)
- **Entrepreneurship oriented** (12% of labor force independently employed)
- **Internationally competitive** (export share 49%)
- **Economically stable** (4.5% unemployment rate)

BAVARIA: Your Business Location in Europe



Competitive Industry and High Tech Clusters

Biotechnology and Pharma



Energy and Environmental Technology



Medical Devices



Aerospace and Navigation



Laser Technology and New Materials



Electronics and Electrical Engineering



IT and Software



Broadcasting and Digital Media



Automotive



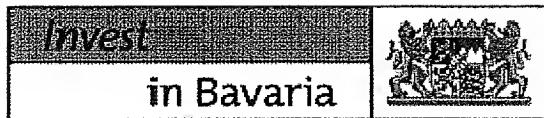
Mechanical Engineering



Food Industry



Etc.



State of Bavaria
U.S. Office for Economic Development
West Coast Division

June 29, 2010

Invitation – Executive Business Forum

On the occasion of Intersolar North America 2010 in San Francisco, we would like to invite you to

Forum: Solar Energy from Bavaria

**Thursday, July 15th, 2010,
10.30 am – 1 pm
Moscone West Convention Center, German Pavilion**

Bavaria is one of the top locations in Germany and world-wide for developing and manufacturing sustainable energy technologies.

The Forum offers the opportunity to learn more about energy technologies in Bavaria and to network with industry experts and company representatives from Bavaria.

**Please RSVP by Tuesday 13th, 2010
Tel: +1 415 362 1001
Email: sanfrancisco@bavaria.org**

For details on the program please see the attached invitation.

We look forward to seeing you at the Forum.

Best regards,

The State of Bavaria West Coast Team

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Bayern  **Innovativ**

vbw

Die bayerische Wirtschaft

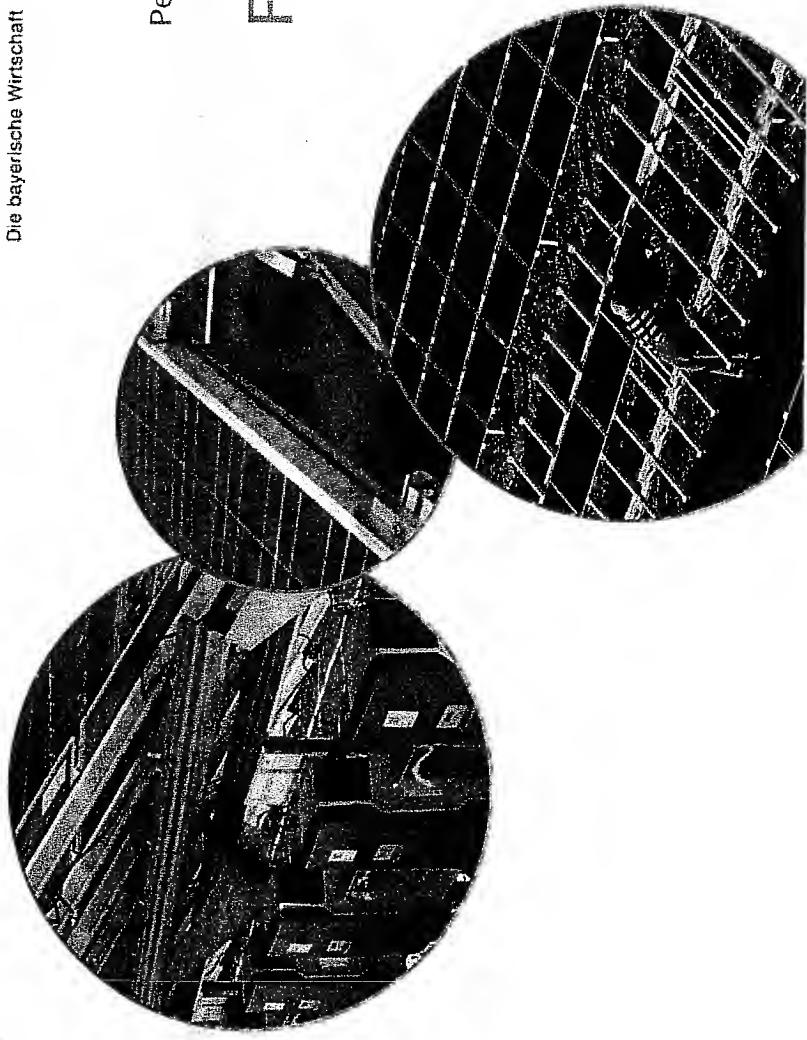
BAYERN INTERNATIONAL
Competence for International Business

Cluster
Energy technology

Personal invitation

Forum: Solar Energy from Bavaria

Intersolar North America, San Francisco
Moscone West Convention Center
Level 1, Booth 7623
July 15th, 2010



**Brochures and materials of the Bavarian Ministry of Economic Affairs,
Infrastructure, Transport and Technology Office for Economic
Development for circulation and distribution purposes**

January 2010 – June 2010

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